

NEEDS AND ISSUES SUMMARY 1ST QUARTER 2012-07-12

1. WINTER SALTING OPERATIONS- As the winter weather becomes more possible, WCLU began an awareness campaign highlighting the snow routes that were designated by the Barren County Road Department and the Highway transportation cabinet. WCLU aired 40 psa's with Johnny Kinslow, county road supervisor, outlining the priorities for the road department. The PSA's aired from January 7th through 13th on WCLU AM and FM
2. HART COUNTY HOME ENERGY ASSISTANCE- WCLU Aired an indepth news story on January 12th with Hart County Judge Executive Terry Martin explaining the process for county residents to sign up for financial assistance in paying home heating bills this winter. The story ran in all 5 local newscasts on WCLU AM and FM January 12th.
3. SOUP KITCHEN. The Ralph Bunche Community Center is again hosting its Monday Soup Kitchen at the Center. January 24th through February 14th WCLU AM and FM ran 50 public service announcements with Alma Glover, chairman of the Center Board outlining the hours of operation and the need for volunteers to help keep the Kitchen operational.
4. FARMER'S DEADLINE FOR CROP PROJECTION REPORTS. WCLU aired a two part news story with David Burch, of the Barren Metcalfe Farmer's Service Agency outlining the process that farmers in the subsidy programs need to use to file their reports to qualify for supplemental income this year. The series aired March 11th and 12th in all 5 local newscast on WCLU AM FM.
5. PUBLIC HEARING FOR LIBRARY RENOVATION. WCLU aired 40 30 second public service announcements with Lynn Andrew, director of the Mary Wood Weldon Library. She explained the goals of the library board's growth process and how the public can have input into the needs of the library. These announcements aired March 10th through 20th on WCLU AM and FM.
6. BRAWA SHAKE YOUR PAW BALL- The Barren River Animal Welfare Association sponsored a fundraiser dinner and dance at Park Mammoth Resort on March 17th. WCLU AM and FM participated by promoting ticket sales, giving away some complimentary tickets and airing 25 announcements with Margie Patton, BRAWA director explaining the evening's events. A little over 13,000 dollars was raised for the organization.
7. SEVERE STORMS AWARENESS WEEK. WCLU AM and FM participated in the annual Severe storms preparedness week March 3rd through 8th. We broadcast a two part news story with Tony Richey, Emergency Disaster Manager for Barren County and Hart County Judge Executive Terry Martin of Hart County, making the community aware of the improvements to the 911 center, the early warning sirens and the weather alert radios

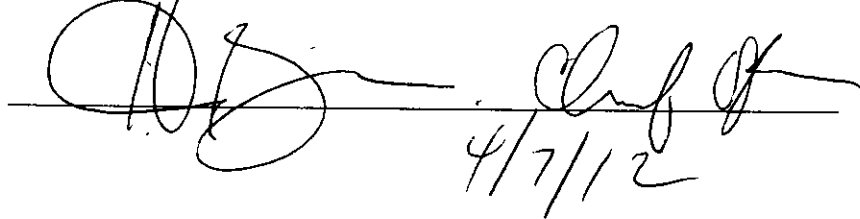
since last storm seasons. We also participated in the mock drill by announcing 'mock reports' from the site of the drill as well as promoting the fact that this was only a drill. I feel like we entered storm season in a better position to save lives and make people more aware of the danger storms can bring.

8. TAX PREPARATION FOR SENIOR CITIZENS. The AARP again helped low income and Senior Citizens prepare their taxes for this year by conducting clinics 3 times per week March 1st through April 15th. WCLU AM and FM air 45 public service announcements with Marjorie Town, AARP co-ordinator explaining the types of materials citizens needed to bring and the hours of operation of the clinics.

9. SPRING JOB FAIR. WCLU AM and FM aired 35 promotional commercials for the Spring Job Fair at the Career Center on North Green. Specialists from Western Kentucky University were conducting the fair in an effort to lower the region's jobless rate. The event was March 23. The announcements ran on both stations March 17- 22nd

10. REVIVING THE CAL RIPKIN AND BABE RUTH BASEBALL LEAGUES-

At the request of Don Wyatt, Regional Commission for Babe Ruth WCLU AM and FM aired a news story with him talking about the reorganized league and the improvements therein. We also aired 30 public service announcements on March 24th through April 5th.



Handwritten signatures and date: 4/7/12